



Recently adopted in July 1998, the boundaries of this new redevelopment project area total approximately 500 acres and generally follow the major commercial corridors in the Magnolia Center area of the City of Riverside. Known as the “Heart of Riverside,” the Magnolia Center’s strategic advantages, such as its strong neighborhood and “white collar” office employment base, its central location, and its key businesses provide the basis for project area revitalization and economic growth. Project area activities will focus on business retention and expansion as well as the provision of infrastructure improvements.

1999 Census Estimates*

	1-mile radius	3-mile radius	5-mile radius
• Population	13,937	110,670	230,373
• Median Age	36	33	32
• Households	5,346	36,914	75,772
• Households by Type			
Married couple	49.09%	52.40%	54.01%
• Households by Income			
\$25,000–\$34,999	16.93%	16.38%	18.27%
\$35,000–\$49,999	22.41%	17.52%	18.46%
\$50,000–\$74,999	17.74%	15.66%	14.56%
• Med. Household Income	\$35,707	\$34,277	\$36,088
• Avg. Household Income	\$44,476	\$48,671	\$48,221
• Per Capita Income	\$17,244	\$16,375	\$15,964
• Occupied Units	5,110	34,694	69,121
• Owner Occupied	60.03%	56.53%	57.50%
• Population 25+ by Education			
Bachelor Deg.	14.90%	11.81%	11.35%
Graduate Deg.	10.35%	7.74%	7.54%

24-hour Combined Vehicle Volumes

• Central Ave. & 91 Fwy. (southbound)		E/W	47,590
• Central Ave. & Riverside Dr.	N/S	22,388	E/W 34,720
• Central Ave. & Magnolia Ave.	N/S	31,218	E/W 12,238

* Statistics compiled by Claritas Inc.

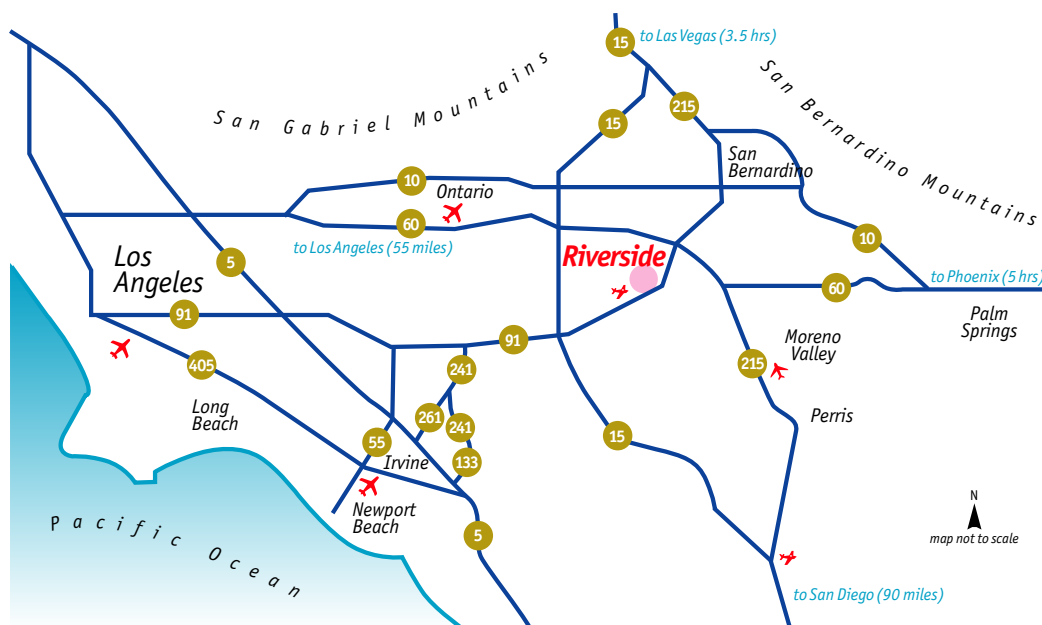
Major Office and Financial Tenants

- Bank of America
- California Federal Bank
- AAA Automobile Club of Southern California
- Washington Mutual Bank
- City National Bank

Major Retail Centers

- Riverside Plaza (anchors include Harris/Gottschalks, Wards, Vons, Trader Joe’s, Sav-On)
- Hardman Center
- Sears Center
- Magnolia Town Center
- Brockton Arcade

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Situated 55 miles east of downtown Los Angeles, Riverside is the heart of Southern California’s Inland Empire. Founded over 100 years ago, the city has emerged as a vibrant office, retail and industrial center in Southern California. Riverside enjoys a mild Mediterranean climate and is rich in architecture, universities, cultural arts and recreational activities.